



THE ACCEPTANCE OF ORGANIC FARMING TECHNOLOGIES AMONG
SMALL MEDIUM ENTERPRISE IN SELANGOR

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THE ACCEPTANCE OF ORGANIC FARMING TECHNOLOGIES AMONG
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Submitted in Partial Fulfillment of the Requirement for the
Bachelor Of Business Administration
(Hons) International Business

FACULTY OF BUSINESS MANAGEMENT
UiTM, MALACCA CITY CAMPUS

2012

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

I, Farah Hanis Binti Awang , (I/C Number : 890803-08-5528)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 31st December 2012

LETTER OF SUBMISSION

28th DECEMBER 2012

The Head of Program

Bachelor of Business Administration (Hons)

International Business

Faculty of Business Management

Universiti Teknologi MARA (UiTM) Melaka

75300 Bandaraya Melaka

Melaka

Dear Sir/Miss

SUBMISSION OF PROJECT PAPER (BM226)

Attached is the project paper title “The Acceptance of Organic Farming Technologies among Small Medium Enterprise in Selangor to fulfill the requirement needed by the Faculty of Business Management, university Teknologi MARA (UiTM).

Thank you.

Yours Sincerely,

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FARAH HANIS BINTI AWANG

ABSTRACT

Organic farming has taken its own place since years ago. As for Malaysia, it still can be considered as new. In this matter, many Small Medium Enterprises are reluctant to implement such technologies in expanding their business. There are many factors contributing towards these issues. Due to the lack of organic product in current market, the price of the organic products locally is sold at higher level compared to the other product.

There are few factors that contribute to the acceptance of organic farming technologies. In the study conducted, there are three factors that have been studied in order to relate to the acceptance of the organic farming technologies. There are Performance Expectancy, Social Influence and Effort Expectancy. These three factors do have a relationship towards the acceptance of organic farming technologies.

Performance expectancy is focusing more on the output generated from organic farming. This is more towards the sales generated by the SME's if they implement such technologies. As for the Social Influence, the study is focusing more on the influence from the surroundings. There are influences from business partner, people who close and from the other entrepreneurs who in the same industry. For the Effort Expectancy, the study is focusing more on the level of complexity of implementing these technologies.

The scope of the research is to study the factors that affect the acceptance of the organic farming among the SME's in Selangor. Along with three factors that will lead to the acceptance of organic farming technologies which are Performance Expectancy, Social Influence and Effort Expectancy. It is found that the Performance Expectancy is the most significance variables that lead to the acceptance of organic farming technologies.